

Main Street Minutes/Strategic Planning Minutes
March 20, 2018
8:00 – 11:00 a.m.

Members Present:

Cam Williams	Cathy Cochran	Jolene Dingler
Pasty Gullett	Len Gough	Vicki Turner
Mike Hofrichter	Abby Bradley	Glenn Gresham

Members Absent:

Ex-Officio Members Present:

Brian Wismer	Carlotta Ungaro	Ray Gibson
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Ex-Officio Members Absent:

Staff Present:

Joyce Waits	Julie Herbert
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Call To Order:

Williams called the March 20, 2018 Strategic Planning Meeting to order. Williams welcomed new board member Abby Bradley.

Hofrichter arrived.

Minutes:

Motion by Turner and seconded by Cochran to approve minutes dated October 17, 2017. Motion carried unanimously.

Motion by Turner and seconded by Dingler to approve minutes dated November 2, 2017. Motion carried unanimously.

Motion by Turner and seconded by Gough to approve minutes dated January 24, 2018. Motion carried unanimously.

Motion by Gullett and seconded by Cochran to approve minutes dated February 2, 2018. Gough and Bradley abstained. Motion carried 6 to 2.

Election of Officers – 2018:

Cochran made a motion for Williams to continue as Chairman, seconded by Turner. Motion carried unanimously.

Turner made a motion for Cochran to continue as Vice-Chair, seconded by Hofrichter. Motion carried unanimously.

Williams made a motion for Gullett to continue as Secretary/Treasurer, seconded by Cochran. Motion carried unanimously.

DCA Monthly Report:

Wisner gave the DCA monthly report for the month of February. Wisner stated the following:

- Large income month due to Amphitheater ticket sales
- On the State report, five new businesses in the Main Street District were reported.
 - Wisner stated that when he met with the DCA (Downtown Community Affairs) he discussed with them the subject of reporting “auto brokers” and it was agreed that going forward “auto brokers” would not be included in the monthly reporting.

Fayette County Chamber of Commerce:

Ungaro gave the Chamber report and stated the following:

- Chamber is continuing to work on the branding campaign.
- Website is up and running.
- Calendar of Events from Main Street can be sent to Chamber to place on their website.
- Working on growing the “tech” community.
- Annual golf tournament scheduled for week of March 26.
- AJC contacted Ungaro for an article that was featured in the Sunday paper dated March 18. Ungaro discussed bringing young people to the County. Ungaro stated that some of the things discussed were taken out of context. Ungaro spoke to the reporter and expressed her concern. Ungaro will send a copy of the article to Waits for her to forward to the Board.

Gresham arrived.

Williams introduced Gresham to the Board.

Strategic Planning (City)

Gibson presented the City's recently adopted Strategic Plan. Gibson stated that the City's focus is on the following five main areas:

- Invest in Transportation
- Develop the Economic Opportunity
- Protect and Grow Infrastructure
- Improve Neighborhoods
- Efficient & Effective Government

Hofrichter asked how the City's strategic goals factor in with the Downtown Master Plan update that was shared with Main Street, DDA, and Mayor and Council in January. Gibson stated that the City is hiring a Project Manager that will oversee the initiative, and will work closely with Wismer on implementation.

Gresham left the meeting.

Main Street Strategy:

Wismer presented the Main Street Strategy and stated that each board member has different strengths and he feels that Main Street has a "good working" Board.

Wismer presented the Main Street Mission Statement and asked if the Board wanted to change the Mission Statement. The Board agreed that the Mission Statement needed to be reviewed and agreed that a sub-committee should be formed to do this. Bradley stated that she had received some good ideas that were given to her by Ungaro. Hofrichter stated that making simple changes is the best way to go, and move on. A subcommittee was formed and consists of the following board members; Turner, Bradley and Hofrichter. Hofrichter stated that they will draft the changes and bring back to the board for final review. Ungaro suggested that in changing the Mission Statement to keep in mind that it should be in line with the City's Mission Statement. Hofrichter will report more at the next meeting.

Wismer briefly discussed the four-point approach and how it can be tailored to fit our community.

Wismer stated that Main Street Fayetteville was actually created by City Council in 1989 and became nationally accredited in 1996.

Review of 2017 Goals:

Wismer reviewed the 2017 goals with the board. Many were accomplished; some are still in progress. One goal not met was to get Downtown businesses to be more involved in some of the Downtown special events.

Review of 2018 Goals:

Wismer stated that we need to increase the social media content on our pages. Wismer asked the Board if anyone was interested. Wismer stated that one idea would be to get an intern; hire a part-time person to help. Bradley stated that she would help and asked that she be added as an editor.

Wismer stated the following:

- Assign Board Members to attend Mayor and Council Meetings, as well as the Board of Commissioners meetings. Wismer stated that he will work out the details. Ungaro stated that it would be a good idea to include the State Report when presenting to the Board of Commissioners.
 - Set up assigned months
 - Hofrichter stated that it would be best to do this once a quarter or twice a year. Wismer will put together a tentative schedule. Hofrichter stated that Williams should be the first one to present, and explain the physical boundaries of Main Street.
 - Turner stated that she attends the City Council meetings, and that Gibson usually reports on Main Street.
 - Gough stated the Main Street information should also be presented to the Board of Education

National Register:

Wismer stated that there are not enough contiguous properties to be accepted as a National Register District. Wismer stated that they are focusing on two, smaller districts and that Gilbert is working on the application process to submit. The areas that will be submitted is (1) Downtown Square; (2) North Jeff Davis Drive. Wismer stated that one of the benefits will be to incentivize improvement on older homes using 20% Federal/State Tax Credits. Gullett stated that markers should be made to identify and brand the homes.

Wismer stated that in Dahlonge, there are plaques that state information about the historic uses of their buildings.

Amphitheater:

Wismer stated the following:

- Nine events have been scheduled at the Amphitheater with a possibility of at least two more events which will include a concert sponsored by The Bear – 92.5 and Lisa Kelly.
- New chairs for the Amphitheater have been ordered and have arrived. The Southern Ground logo will be stamped on the chairs.
- Gullett asked Wismer about the new upper deck seating and what the update is on the construction. Wismer stated that the construction is going well and is on schedule to be completed in time for the first concert. There are 15 tables that will be located in that area and it will be considered a VIP area. The area will consist of 13 regular round tables, and there will be 2 Hi-Boy tables on each end. The tables will be the same size as the other round tables; just higher. Wismer stated that he has sold three of the tables.

Miscellaneous:

Wismer stated that Gremlin Growlers has begun holding events on some Sundays and bringing in a food truck.

Ungaro left the meeting.

The Board also suggested that it might be a good idea to bring in food trucks for a Main Street Market. Waits will call Fayette County and get a list of the food trucks that they have used and will report at the next meeting.

Wismer stated that one of the goals from 2017 was to improve the downtown pedestrian experience. Wismer stated that he applied for a “Pedestrian Safety Grant”, however it was not awarded.

Bradley stated that she will continue to work on the “wayfinding signs” and will need to get the new Main Street logo in order to go forward.

Wismer also stated that the old gymnasium on the Board of Education property has potential for commercial rehab use.

Wismer briefly discussed the tentative mixed-use project on Lafayette/Glynn Street block.

Wismer has also recently shown the Lester House, owned by DDA, to interested tenants/developers.

Ungaro returned to the meeting.

Hofrichter stated that this is an exciting time and feels that the City is going in the right direction.

Open Discussion:

- Consider putting lights in the trees at the Courthouse – will need to get County on board for this.

MS Logo/Website Presentation:

Wismer introduced Daniel Bowman and Nathaniel Glass from Malt Maker Media, LLC to present the MS Logo and Website.

- Bowman stated that they are currently working on the new Main Street website and presented the Main Street logo. Glass briefly discussed the history of the first logo draft and the process of designing the second draft with input from the sub-committee. Glass then presented the new logo to the Board. Glass stated that in looking at the logo, it blends history and future, and is a clean, crisp logo that will work well on social media. The logo was presented in different colors options as well.
- Glass presented the “work in progress” Main Street website and explained to the board that the website will have a place for the following:
 - Events – Will also have a sub-page that will have information about each of the events.
 - On Line Registration
 - Creating History – Fayetteville – will have single scrolling page
- Glass stated that the sub-committee put in a lot of work, thought and ideas into creating the Main Street logo. Glass asked the board if they would accept the new logo. The Board agreed on the logo. Glass also stated that the logo colors will consist of a Deep Teal Blue, Brown and Copper.

Adjourn:

Motion by Turner and seconded by Bradley to adjourn the Strategic Planning Meeting. Motion carried unanimously.

Respectively submitted,

Joyce Waits